



Using Media and Communications to Empower and Expand Your Program



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Inland Desert Training &
Resource Center
UC San Diego

UC San Diego
SCHOOL OF MEDICINE

ID and Segment Your Audience



People are bombarded by messages

Most information is ignored

Vital to cut through the clutter

Communications That Affect Change



- Local
- Personal
- Authentic
- Focused

Elements of Communications



- **Know your audience**
- **Know your issue**
- **Know what you want to achieve**
- **Message appropriately**

What Matters to Them?

- **People**
- **Partners**
- **Politicians**
- **Press**



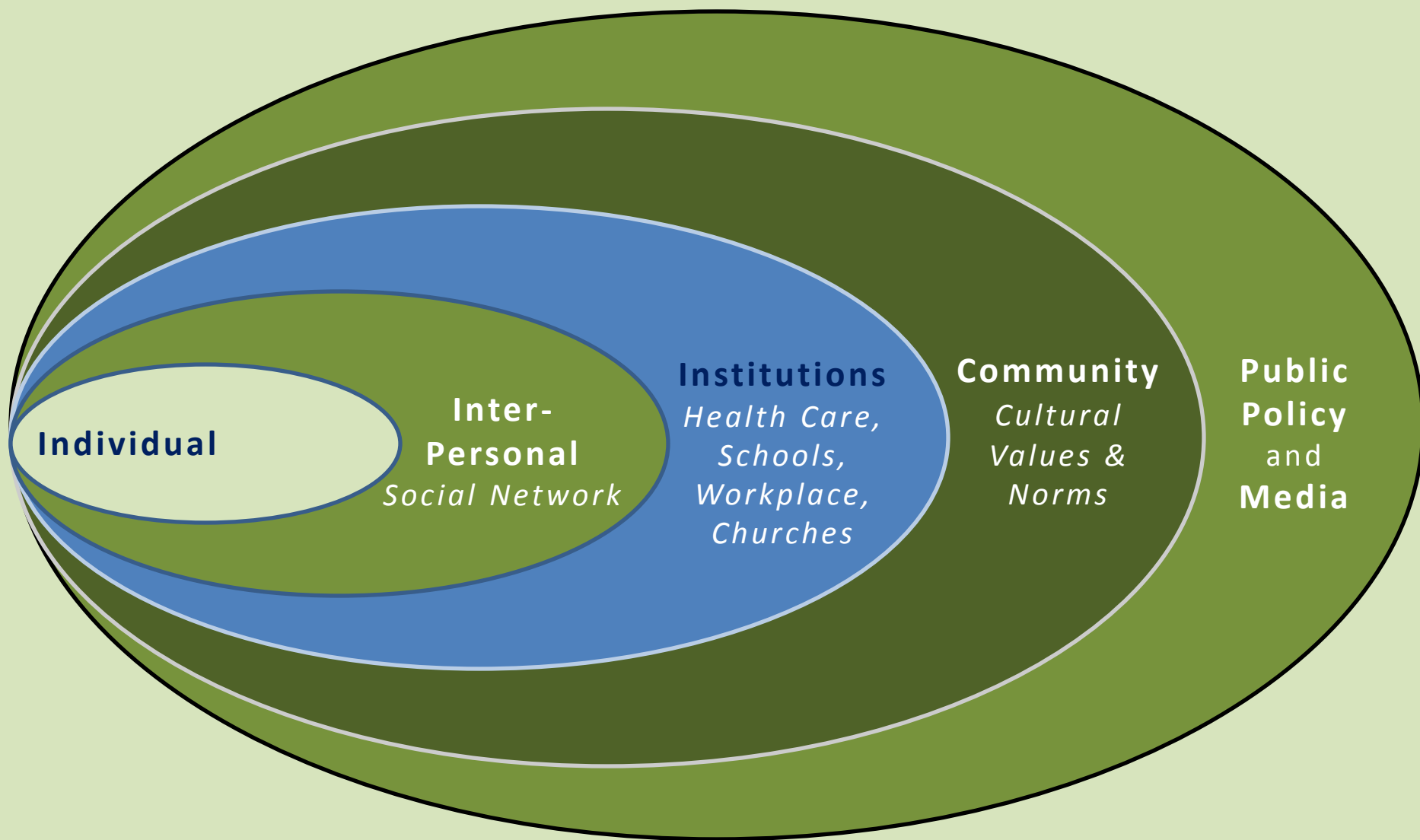
ID and Segment Your Audience

Successful communication is predicated on knowing your audience

- What matters to them?
- What is the benefit and risk?
- Who influences their thoughts and behaviors?



Social Ecological Model



Audience Analysis Exercise



- **Pick an audience and explain what matters to them and who influences them:**
 - **Parents**
 - **Health department partners**
 - **School principals**
 - **Doctors and dentists**
 - **Elected officials**
 - **Community leaders**
 - **Local business owners**
 - **Faith-based leaders**
 - **Young people**

Working Successfully With the Media



What Matters to Media?

- **Timely**
- **Local**
- **Significant**
- **Trendsetting**
- **Ironic**
- **Controversial**
- **Celebrity**



Segmenting the Media

Electronic

- News radio
- Television

Print

- Newspaper
- Magazine
- Talk radio

Social Media



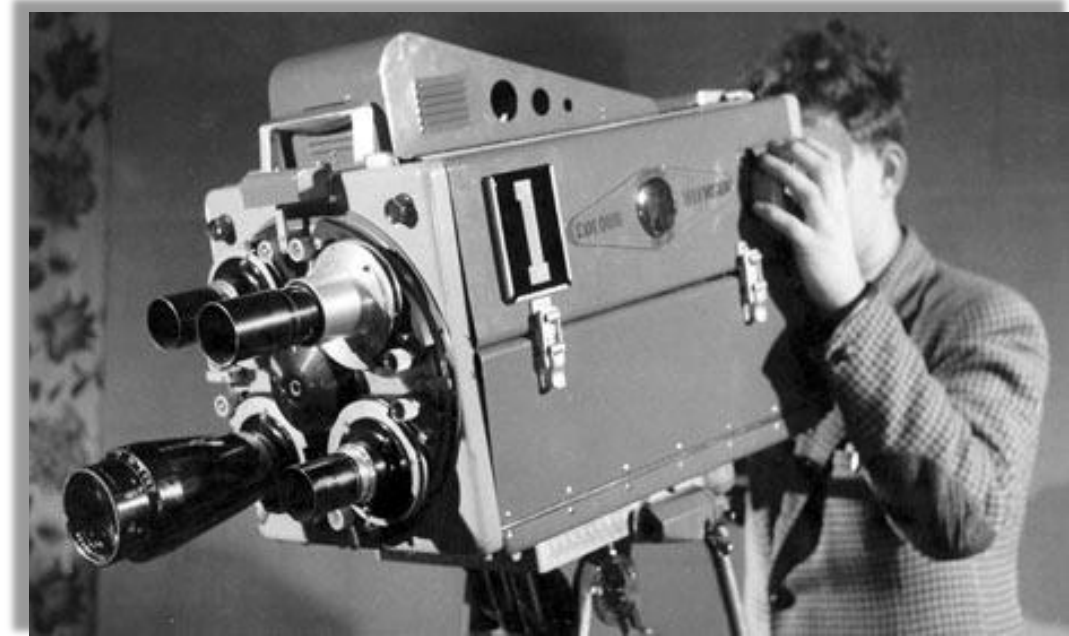
Radio



- **Speed**
- **Sound**
- **Concise**
- **Generalists**

Television News

- **Images**
- **Speed**
- **Generalists**
- **Entertainment**



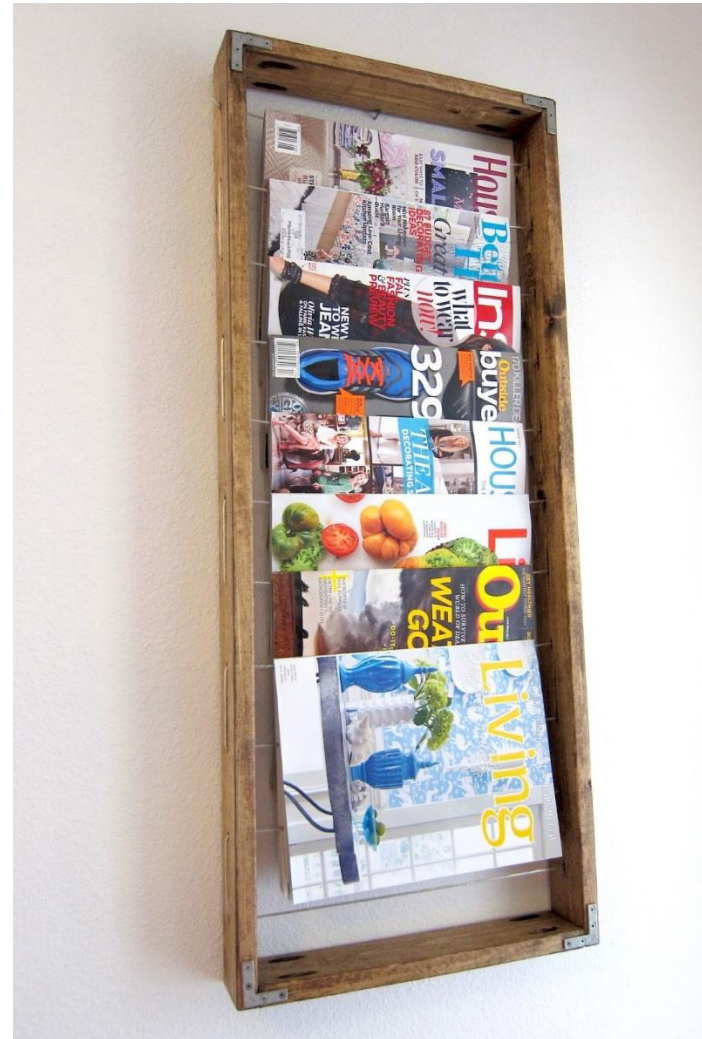
Newspapers

- Depth
- Multiple sources
- Local
- Images



Magazines

- Depth
- Images
- Timeless angle
- Specialists
- Know their audiences



Ethnic & Community Media



Hyperlocal News



Encinitas Patch

Find Your Patch ▾

+ Contribute to Patch

Home

Topics ▾

Bulletin Board

CUSTOM SPORTS PATCHES

Personalized Patches Made Fast. Unbeatable Prices Guaranteed!



20
AUG
2014



68°
Mostly
Cloudy



Share your local
photos on Patch 📷
#EncinitasPatch

MOST RECENT

AROUND TOWN



Beware of Lightning And Flooding at Beaches

A line of thunderstorms moving over south and central San Diego County upped the risk for cloud-to-ground and cloud-to-water lightning.

BACK TO SCHOOL



MiraCosta Offers Free Programs For Seniors

Exercise program, balance and mobility, painting, sculpture, yoga, tai chi and writing are some of the programs offered.

By MIRNA ALFONSO/EDITOR (Patch Staff)

Updated August 19, 2014 at 11:07 pm

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Premier Rewards Gold Card from American Express

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ACROSS AMERICA

1 Trooper Investigated for Dropping Pants at Harford BBQ Joint

2 Dog Sitter Sold Pooch on Craigslist, Cops Say

A Changing Media World



When one door closes...

Shrinking
**opportunities to
work with traditional
media**

EXPANDING
influence of social media

Understanding Social Media

- **Social**
- **Commentary on news**
- **Echo chamber**
- **Uncensored**
- **Endless opportunities**
- **Open, free access**
- **Big time commitment**
- **Requires monitoring**



Blogosphere



- Online journals
- Blogs for all interests
- Write your own
- Join the conversation
- Know when to respond
- Respond in a timely manner

Who's the Audience?

- **WHAT** – What does your audience need to know?
- **WHY** – Why should they care? Emotional, fiscal, personal price
- **ACTION** – What should they do with the information? What ONE action do you want them to take?

What Does the Target Audience Need to Know?

- **Key piece of information**
 - **Avoid overreaching**
 - **Specific and focused**
 - **Less is truly more**



Why Should They Care?

- The “WHY” filter
- How issue impacts them:
 - Benefits
 - Opportunities
 - Risks
- You must win on this



Taking Action



- **Be measured**
- **Don't overreach**
- **Suggest a first step:**
 - **Actionable immediately**
 - **No approval needed**
- **Build on initial step**

Exercise



- **WHAT**

- There are no safe places for physical activity in the ABC School neighborhood. Opening school facilities during non-school hours will encourage families to engage in physical activity.

- **WHY**

- ABC school children and their parents suffer from the highest rates of obesity in the state. Regular physical activity is essential for good health by helping control weight, reducing risk of chronic diseases, strengthening bones, and improving mental health and mood.

- **ACTION**

- Meet with parents to investigate a joint-use agreement that allows neighborhood residents to use school facilities when school is not in session.

Be Prepared With a Story



- **Supports message**
- **Humanizes issue**
- **Brings data to life**
- **Memorable, repeatable**
- **Inspires change**

Story Telling Exercise

Develop a pocket story:

- Local
- Real, human and emotional
- Relevant
- Illustrative of your message
- Compelling

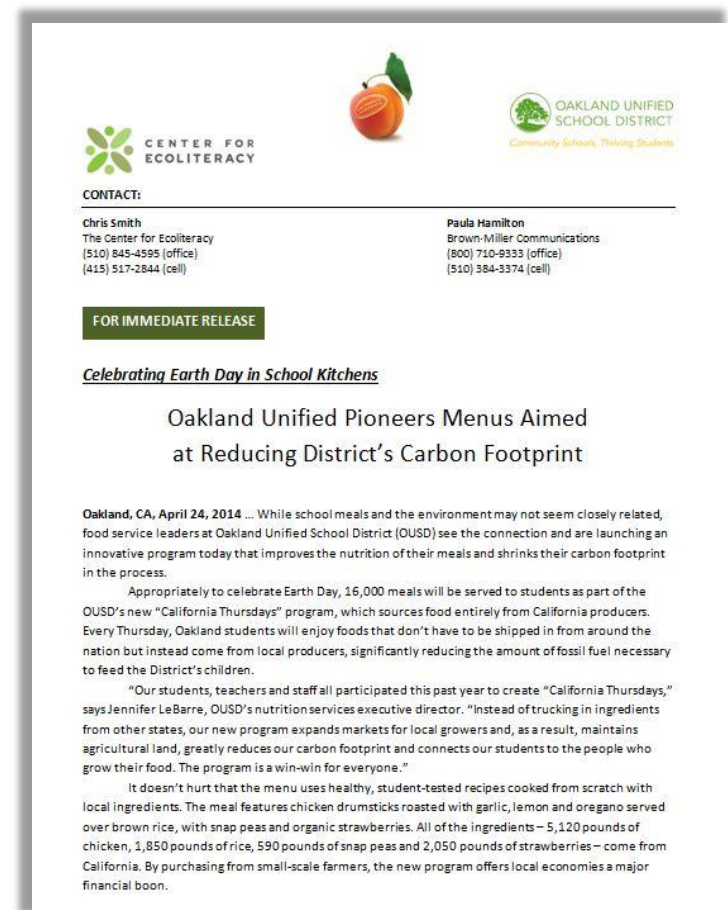


Introduction to Media Tools



Use the appropriate tools to promote and empower your program

- Calendar releases
- Media alerts
- Press releases
- Letters to the editor
- Online comments
- Opinion editorials
- Editorial board meetings



Tips for Pitching the Media



- **Research media outlets**
- **Identify and research the best person to pitch**
- **Make your pitch newsworthy**
- **Be clear, concise and compelling**
- **Offer spokespersons, data and support**
- **Respect reporters' time**
- **Be persistent but respectful**
- **Be available for follow-up**

Building a Relationship

- **Be available**
- **Be credible**
- **Know your message**
- **Understand their needs**
- **Honor deadlines**
- **Become go-to source of information**



Review



- **Know your audience**
- **Know your issue**
- **Know what you want to achieve**
- **Speak to audience needs**
- **Stick to your message**
- **Control the conversation**

For More Information



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